



## PRSA Phoenix Chapter Honors 2020 Copper Anvil Award Winners

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The Public Relations Society of America (PRSA) Phoenix chapter honored 52 winners during its annual Copper Anvil Awards, a program that recognizes outstanding public relations tactics and campaigns, reflecting the highest performance standards. During the virtual event on Sept. 17, additional awards of recognition and two student scholarships were presented.

Jacob Smith, digital content and social media writer at Avnet, was awarded the annual Up and Comer Award. Kylee Gillespie and Joseph Early, both students at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, received the chapter's annual PRSSA student scholarships.

Avnet earned the 2020 Communications Team of the Year award, and 10 to 1 Public Relations was named the 2020 Agency of the year.

"Each award reflects the highest standards of performance in public relations in for-profit and nonprofit settings," said Diane Smith, president of the Phoenix chapter of the Public Relations Society of America. "The communicators in the Phoenix market continue to demonstrate why they are some of the best in the business."

Of the 52 awards given, 25 were Copper Anvils and 27 were Awards of Merit. While both awards recognize excellence in public relations, the Copper Anvil Award is the highest honor bestowed by PRSA Phoenix, followed by the Merit Award. Finalists and award types are determined by the final point score given by the judging chapter. This year, awards were judged by PRSA Alaska.

### 2020 Copper Anvil Award winners:

- Community Relations: SRP – SRP Navajo Nation Support Campaign Community Relations
- Crisis Communications: Serendipit Consulting – Crisis Communications Campaign at Vie Lofts at San Marcos
- Crisis Communications: Gilbert Digital – COVID19 Updates

- Crisis Communications: 10 to 1 Public Relations – Mesa Police Department Ousting a Sexual Predator
- Digital/Social Media: KB Woods Public Relations – Rideout Law Group
- External Communications: Serendipit Consulting – Clevermade PR Project
- External Communications: Serendipit Consulting – Roadmaster Group Annual PR Campaign
- External Communications: Serendipit Consulting – Avery Lane 2 Expansion PR Campaign
- External Communications: Serendipit Consulting – P.B. Bell Annual PR Campaign
- External Communications: SRP Board & Council Candidates / KB Woods Public Relations – Keep the Flow Campaign
- Innovation & Technology: USA Today Network – Storytellers Project and Storytellers Brand Studio Gannett digital dropbox press kit
- Innovation & Technology: KB Woods Public Relations – ORME Ranch Forever Fund
- Integrated Communications: Blue Yonder – JDA Software Rebrands as Blue Yonder
- Internal Communications: Zion & Zion – Venezia's Pizzeria Partnership with ASU Athletics
- Publications: HMA Public Relations – The Arizona 100
- Publications: Arizona Center / Zion & Zion – “Recess at Home with Arizona Center” Activity Book
- Publicity/Promotion: The Police Officers of Scottsdale Association / KB Woods Public Relations – Pink Patch Project
- Publicity/Promotion: Serendipit Consulting – Op-ed piece with Redirect Heath on creative collaboration
- Publicity/Promotion: CHASSE Building Team / HMA Public Relations – Publicity on Right Said Fred
- Reputation Management: SRP – SRP Navajo Nation Support Reputation Management Campaign
- Special Events: Zion & Zion – Estrella at Casino Del Sol Grand Opening
- Special Events or Observances: One to Seven Days: 48 West Agency – Braces and LABOR OF LOVE
- Special Events or Observances: More Than Seven Days: Serendipit Consulting – The Grid Groundbreaking Event
- Special Events or Observances: More Than Seven Days: Arizona Humane Society – Furever Home for the Holidays

#### 2020 Award of Merit winners:

- Community Relations: 10 to 1 Public Relations – Community Relations Campaign for Worzalla
- Corporate Social Responsibility: Vitalyst - Gordon C. James Public Relations – Arizona Food Systems
- Crisis Communications: 10 to 1 Public Relations – Crisis Communications Campaign for Havenpark Communities
- Digital/Social Media: Phoenix City Grille / KB Woods Public Relations – Kentucky Taste Tour
- Digital/Social Media: Arthur Andrew Medical - Zion & Zion – Arthur Andrew Medical Influencer Campaigns
- Digital/Social Media: Zion & Zion – Barro's Pizza “2020 Super Barro's Name the Game” Contest
- External Communications: Serendipit Consulting – Veyo Public Relations Campaign
- Integrated Communications: Gilbert Digital – 2020 Digital State of the Town
- Integrated Communications: Partnership with Native Americans ASU Cronkite PR Lab – Native Aware Campaign
- Integrated Communications: Zion & Zion – Venezia's Pizzeria Delivers Pizza by Robot
- Internal Communications: Blue Cross Blue Shield of Arizona – Be the Game Changer - Fall 2019 Town Hall

- Publications: The City of Mesa – Spokelife Magazine
- Publicity/Promotion: Desert Ford Dealers / KB Woods Public Relations – News release on 55 years of the Ford Mustang
- Publicity/Promotion: Off Madison Ave – Feature story on the Grand Canyon Junior Ranger
- Publicity/Promotion: Blue Cross Blue Shield of Arizona – Editorial piece on Mobilize AZ Grant Recipient Byline Program
- Publicity/Promotion: HMA Public Relations / ACCEL – Editorial piece on School Choice for Special Education Students
- Reputation Management: 10 to 1 Public Relations – Rosendin Reputation Management Campaign
- Reputation Management: 10 to 1 Public Relations – Platinum Living Realty Reputation Management Campaign
- Special Events: Citadel Completions / 48 West Agency – Taste of New Orleans Hangar Party
- Special Events: St. Theresa Catholic School / KB Woods Public Relations – Elevator goes both ways
- Special Events: Sundt Construction – Shave It or Save It
- Special Events or Observances: More Than Seven Days: White Castle Teamwork Communications – White Castle Comes to Arizona – Teamwork Communication
- Special Events or Observances: More Than Seven Days: Serendipit Consulting – IYA Med Grand Opening Event
- Special Events or Observances: More Than Seven Days: Blue Cross Blue Shield of Arizona – Inaugural Get Fit. Don't Quit! Spotlight Awards
- Special Events or Observances: More Than Seven Days: Serendipit Consulting – Skin Cancer Specialists Fountain of Youth Event
- Special Events or Observances: More Than Seven Days: Zion & Zion – Barro's Pizza Doran Barro Holiday Hunger Fight
- T5: Speeches/Scripts: KB Woods Public Relations – Orme Ranch Forever Fund

The Phoenix Chapter also recognized USA Today Network with the coveted Judges' Award, which is presented to the campaign or tactic that the reciprocating judging chapter felt best-defined public relations excellence. Annual chapter sponsors, APS and News Exposure and event sponsor Serendipit Consulting made the event possible.

#### **About PRSA Phoenix:**

The Public Relations Society of America (PRSA) is the largest and most prominent organization dedicated to public relations practitioners' professional development and advocacy. Founded in 1961, the PRSA Phoenix chapter is one of the largest in the nation, serving more than 300 PR and communications professionals in various industries. PRSA Phoenix offers its members opportunities to advance their careers through events, awards programs, accreditation, and skill-building resources. A 15-member board of directors governs the chapter. For more information on PRSA Phoenix, visit [www.phoenixprsa.org](http://www.phoenixprsa.org).